

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

U.S. Serial No. 10/664,660 I hereby certify that this paper (and/or fee) is being deposited with the United States Postal Service as first class mail in an Applicants: Lee et al. envelope addressed to: Filed: September 19, 2003 Mail Stop Amendment Title: "Methods and Apparatus Commissioner for Patents P.O. Box 1450 for an Advertisement Display Alexandria, VA 22313-1450 Service Using Metadata" on this date: TC/AU: 2611 Dated: June 9, 2005 Examiner: NALEVANKO,

Docket No.: 20063/10002 ) Mark C. Zimmerman ) Registration No. 44,006

Mail Stop Amendment Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Christopher R.

RESPONSE TO THE OFFICE ACTION DATED FEBRUARY 9, 2005

## Dear Sir:

Please enter the following amendments and consider the following remarks.

The Status of the Claims is reflected in the listing of claims that begins on page 2 of this paper.

Remarks begin on page 5 of this paper.